

Focus on stamps

The Collector's Magazine



200 years
Swiss steamboat
travel
+
Flower of Life
+ 125 years Landesmuseum
+ Swiss
river landscapes
+ much more

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Cover image: Olivier Chenaux, the first captain of the Compagnie Générale de Navigation (CGN), on board the Belle Epoque steamboat, "La Suisse".

Photo: Loan Schläppi

Dear Reader

Time and again, it amazes me – how postage stamps manage to communicate art and culture on just a few square centimetres. How they manage to tell whole stories with just one design. Or how they appeal to us visually and pick us up emotionally. So I hope that you too will find something to marvel at as you leaf through this first issue of the new year. There were also surprises in store for the photographer who travelled the country for the new definitive stamps, his sights set on notable Swiss river landscapes. In a look behind the scenes, we'll see how the pictures came about and why this isn't a job for the faint of heart.

Strength is also an attribute that's associated with the Flower of Life. Made up of multiple circles, it is a symbol of power and one of my favourite designs in this issue. It signifies harmony and is said to radiate positive energy. Do you feel it, too? If so, you might soon be adorning your next greeting with it and surprising someone with positive vibes in their letter box.

Speaking of surprises: whenever I observe people who are new to stamps, I always see surprised and happy faces. In my private life, too, stamps are popular among people I know. The sales figures prove that this is not just my own subjective perception. They show that despite advancing digitization, the role played by stamps in our society is still relevant. But that doesn't surprise me. Because again and again, the postage stamp reinvents itself – for example, by combining tradition and innovation, as demonstrated by the Swiss Crypto Stamp 2.0, which brings the analogue and digital together. Its launch in the summer of 2022 is definitely among my highlights of last year.



But back to the present: I wish you a great start to another fascinating and surprising year of stamps and hope you enjoy reading this issue.

Vijdan Gussen

Vijdan Gussen
Head of Marketing, PostalNetwork

Issuing programme

Issue date: 9 May 2023 / Featured in: Focus on stamps 2/2023

No.	Value	Description	No.	Value	Description
1	1.10	Special stamp Sustainability – Food	1	1.10	Special stamp 100 years SUI SA
1	1.10	Special stamp Rubber duck	1	1.10	Special stamp Art in architecture
2	2.00	Special stamps EUROPA – Peace: the highest value of humanity	1	1.10	Special stamp The Little Prince
	0.90	Peace knot	2	3.00	Special stamps with surcharge Pro Patria – Culture of dialogue
	1.10	Olive branch		0.90+0.45	Alphorn
4	4.00	Special stamps Cute animals		1.10+0.55	Traditional costume
	0.90	Swan	Subject to change. As at: December 2022		
	0.90	Fox			
	1.10	Dog			
	1.10	Cat			

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Joint issue Switzerland–Liechtenstein / Customs Treaty

Because of its local rulers' connections to the Habsburg monarchy, Liechtenstein was aligned with Austria until 1919. From 1923, as a result of a customs treaty, the country has had close administrative and economic ties with neighbouring Switzerland. The Swiss franc was also introduced as the currency of Liechtenstein at that time. These measures had a very positive economic impact, although Liechtenstein saw no strong upturn until after the Second World War.

For the duration of the treaty, no taxes may be levied and no restrictions or prohibitions on imports and exports may be enacted by either side at the Swiss-Liechtenstein border.

Liechtenstein has one of the highest industrial ratios in the world, with around 41 percent of gross value added generated by industry and the goods-producing sector.

Like Switzerland, Liechtenstein is a member of the United Nations (UN) and the European Free Trade Association (EFTA) but not of the European Union (EU); unlike Switzerland, Liechtenstein is part of the European Economic Area (EEA).



Issue date 29 March 2023

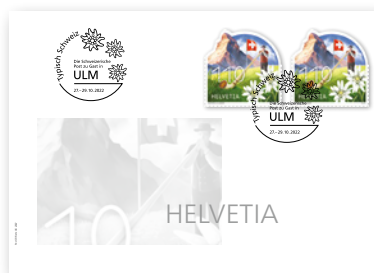
From this date, the stamps will be available from Postshop and all Swiss Post branches. The philatelic products can be ordered and delivered with issue 2/2023.

International stamp exhibitions 2022

Exhibition cards and covers

Did you miss the international philatelic events last year? The cards and envelopes issued especially for the trade fairs and sold exclusively on-site can now be reordered as a set.

In 2022, Swiss Post took part in the following exhibitions abroad:



27–29 October 2022
International Stamp Fair in Ulm (DE)



3–5 November 2022
75th Autumn Philatelic Exhibition in Paris (FR)



18–20 November 2022
Veronafil 2022 in Verona (IT)

Exhibition cards

Exhibition covers

Order as a set now

Product	Cancelled	Price in CHF
Year set of cards		
Year set of 3 A5 cards from the Ulm, Paris and Verona stamp fairs	A460 450	8.90
Year set of covers		
Year set of 3 C6 covers from the Ulm, Paris and Verona stamp fairs	A460 451	8.90



200 years Swiss steamboat travel

On 18 June 1823, the Guillaume Tell, Switzerland's first steamboat, set off on its maiden voyage across Lake Geneva, heralding the start of a new machine age. There are hardly any images of the ship, but 200 years later, we do now have a stamp in a special format.

Measuring 80 × 33 millimetres, the special stamp shows a historical milestone for which there are no photos and very few drawings: the Guillaume Tell, Switzerland's first steamboat. With a view to creating a retrospective for the anniversary, a dark special colour was chosen for the illustration. Almost as if it was designed all those years ago. Back then, the Guillaume Tell plied its trade between Geneva and Lausanne.

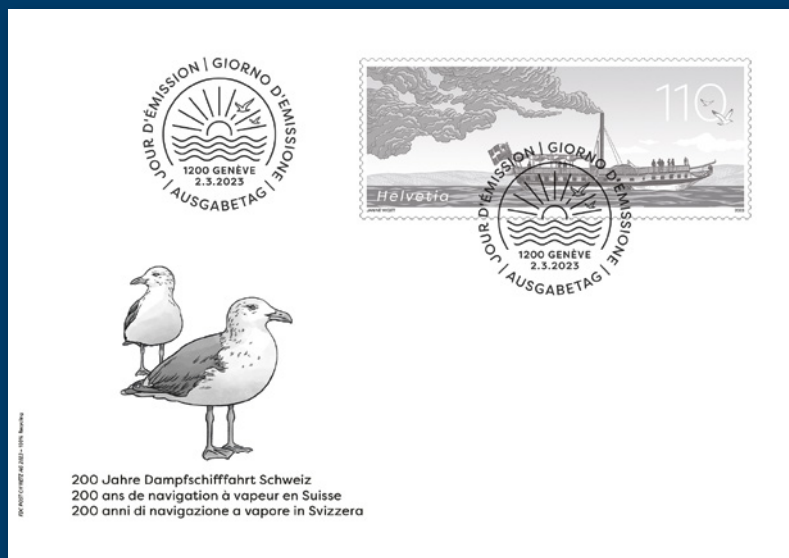
While it was mainly used to transport goods on weekdays, passengers were also welcomed on board at weekends. The success of the paddle steamer gave impetus to local industrialization. Despite initial scepticism, people soon realized that if something works in the water, it can also be used on land. And so the use of steam engine technology soon made its way into industry and rail transport, accelerating Switzerland's development.



Picture postcard



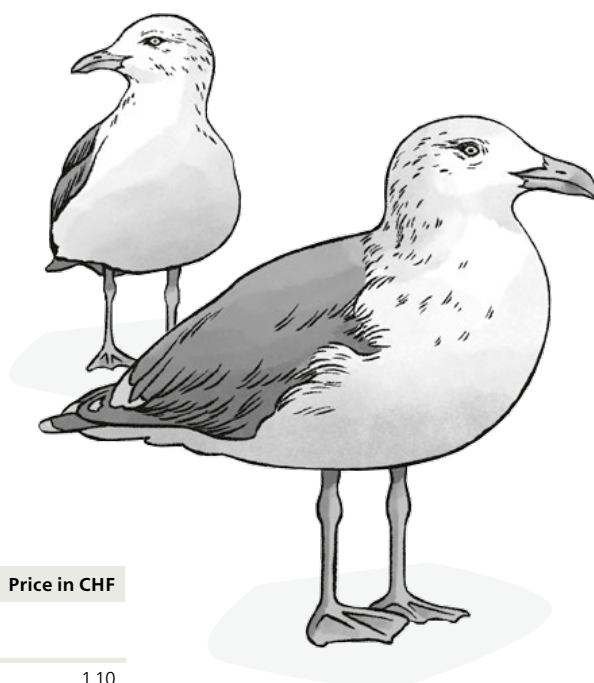
Maximum card



Single stamp on first-day cover C6

Technical information

Sales	Philately: from 23.2.2023 to 31.3.2024 or while stocks last Branches: from 2.3.2023 to 31.3.2024 or while stocks last
Validity	Unlimited from 2.3.2023
Printing	Offset, 1-colour; Cartor Security Printing, La Loupe, France
Sizes	Stamp: 80×33 mm Sheet: 188×160 mm, 4 rows of 2 stamps
Paper	White stamp paper with optical brightener, matt gummed, 110 gm ²
Perforation	12 ¾: 13 ¼
Design	Janine Wiget, Zurich



Product	Mint	Cancelled	Price in CHF
Stamps			
Single stamp	A456 150	A456 550	1.10
Block of four	A456 160	A456 560	4.40
Sheet of 8 stamps	A456 111	A456 511	8.80
Covers			
Single stamp on first-day cover C6		A456 580	2.00
Block of four on first-day cover E6		A456 630	5.40
Unstamped cover C6 (162 × 114 mm)	A456 700		0.90
E6 (200 × 140 mm)	A456 701		1.00
Folder/collection sheet			
A5	A456 640	A456 650	1.90
Maximum card			
Unfranked A6 picture postcard with cancelled "200 years Swiss steamboat travel" stamp affixed on the front		A456 851	2.10
Picture postcard			
Unfranked "200 years Swiss steamboat travel" picture postcard A6	A456 911		1.00

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Flower of Life

It's said to have positive energy: the Flower of Life is considered a universal symbol of power. It adorns items such as jewellery, water bottles and yoga mats – and now, as a lasercut stamp, it's also bringing good vibes to letter boxes.

Taking the time for yourself, organizing your thoughts and putting them down word by word on paper – there's something meditative about writing letters. A personally written and appreciative message makes people happy – not only the reader, but the writer, too. This form of mindful communication can be elevated by this new stamp, whose design, the flower of life, signifies harmony.

The ornament is known to many cultures around the world, in some cases even going back thousands of years. It's generally used to balance out energies,

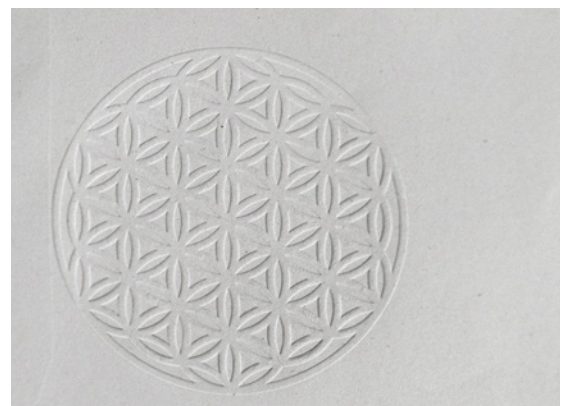
and in Switzerland, it's also depicted on various everyday objects such as home accessories: if not for spiritual reasons, then frequently on account of its decorative nature.

In addition to the Flower of Life, the stamp features a further adornment that, just like the circular arrangement of the design, suggests the idea of infinity. The laser cutting gives a flourish to the aesthetic of the geometric pattern: when affixed, the envelope material fills the cut-out elements, fusing stamp and paper into a harmonious work of art.

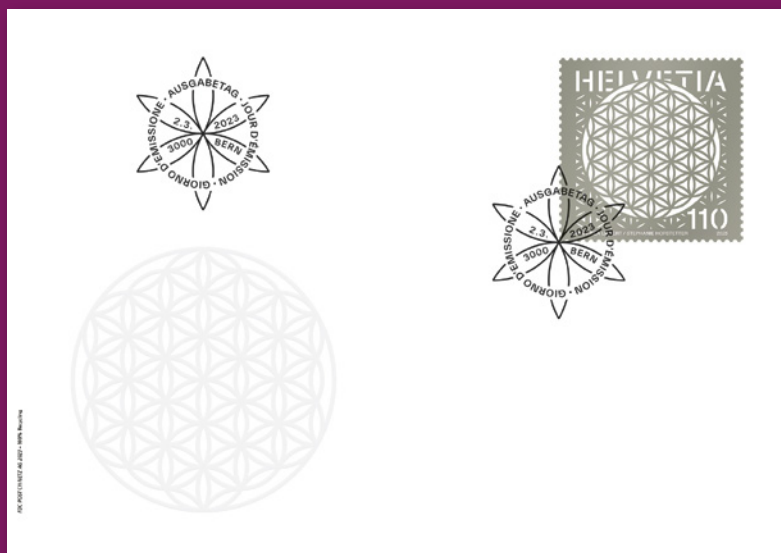
Made using
laser cutting



Sheetlet of 10 self-adhesive stamps.



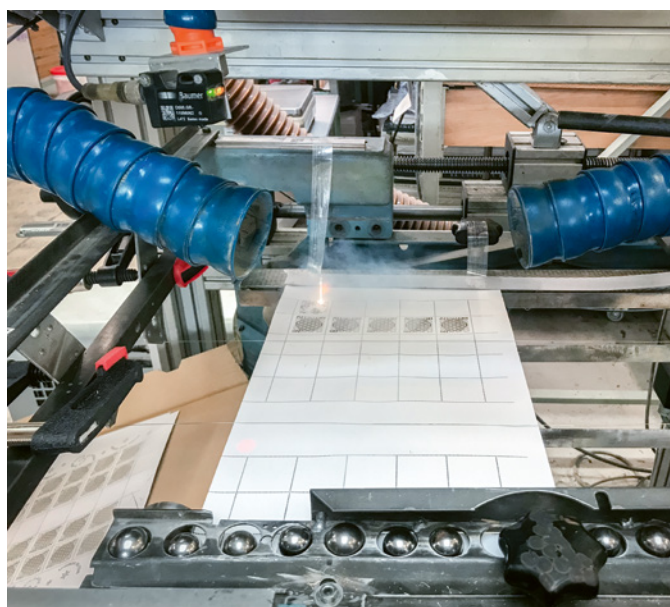
A haptic experience: the embossed adornment on the first-day cover.



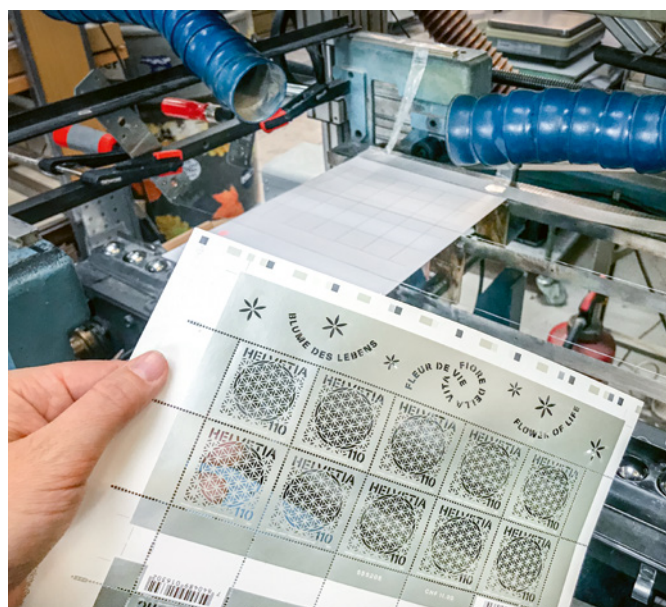
Single stamp on first-day cover C6

Technical information

Sales	Philately: from 23.2.2023 to 31.3.2024 or while stocks last Branches: from 2.3.2023 to 31.3.2024 or while stocks last
Validity	Unlimited from 2.3.2023
Printing	Offset, 1-colour + lasercut; Gutenberg AG, Schaan, Principality of Liechtenstein
Sizes	Stamp: 38×38 mm Sheetlet: 210×115 mm, 2 rows of 5 stamps
Paper	White stamp paper, with optical brightener, self-adhesive, on backing paper, 196 gm²
Perforation	14:14
Design	Manuela Lienert and Stephanie Hofstetter, Lucerne



A laser is used to cut the delicate pattern out of the paper. This produces a small flame.



The shimmering metallic sheets of stamps are examined carefully.

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Product	Mint	Cancelled	Price in CHF
Stamps			
Single stamp	A458 150	A458 550	1.10
Block of four	A458 160	A458 560	4.40
Sheetlet of 10 stamps	A458 311	A458 351	11.00
Covers			
Single stamp on first-day cover C6		A458 580	2.00
Block of four on first-day cover C6		A458 630	5.30
Sheetlet on first-day cover C5		A458 590	12.20
Unstamped cover C6 (162 × 114 mm)	A458 700		0.90
C5 (229 × 162 mm)	A458 701		1.20
Folder/collection sheet			
A5	A458 640	A458 650	1.90

Are you curious about how the stamps were created? **Scan the code now and watch the video.**



Swiss river landscapes

Roaring, tranquil, mystical – that’s the variety of the rivers depicted on the new definitive stamps. What you can’t see is what exactly went on behind the lens. Photographer Andreas Gerth reveals all. Buckle up – you’re in for an adventure.

Following the appearance of new definitive stamps in 2022 due to the increase in face value, the next instalment now follows with the remaining values. The focus is on the many and varied river landscapes found in all four language regions of Switzerland. They were captured by Andreas Gerth, who in his work as a nature photographer is exposed to the vagaries of the weather and sometimes has to tackle some climbing.

A look behind the scenes at the settings: he got lost in the forest to begin with, then the light wasn’t right – not until the third attempt did Gerth find himself in the right place at the right time, in his rubber boots in the middle of the Versoix. Sturdy shoes were also called for on the Kleine Emme: to get the shot, he had to do a little rock climbing. His patience was also tested by the Reuss: long re-research, poor light, and on top of all that, a red canoe that took a good long break near the island in the middle of the river.

While everything went smoothly (for a change) at the Areuse, Gerth’s search for the perfect scene meant that he had to scour all the river crossings in the Lower Engadine valley before sunrise, after a cold night spent in the car. Even earlier, at 2.30 in the morning, he set off to photograph the Breggia, at the southernmost tip of Switzerland, while the sun was not yet shining into the gorge. But it was the Thur that turned out to be the hardest nut to crack: countless changes of plan, thunderstorms and shooting against the light gave the photographer a rough time of it. But as the saying goes: good things come to those who wait.



Versoix VD



Kleine Emme LU



Reuss AG



Areuse NE



Set on first-day cover E6

Technical information

Sales	Philately: from 23.2.2023 until further notice Branches: from 2.3.2023 until further notice
Validity	Unlimited from 2.3.2023
Printing	Offset, 4-colour + Iridodin coating; Joh. Enschedé, Haarlem, Netherlands
Sizes	Stamps: 33×28 mm Sheet: 82×198 mm (open), 82×99 mm (folded) 5 rows of 2 stamps
Paper	White stamp paper, with optical brightener, self-adhesive, on backing paper, 196 gm²
Perforation	Serpentine cut (4 sides)
Design	Andreas Gerth, Binningen



Inn GR



Thur SG



Breggia TI

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Product	Mint	Cancelled	Price in CHF
Stamps			
Set	A455 150	A455 550	18.80
Set of blocks of four	A455 160	A455 560	75.20
Sheet of 10 stamps			
1.15 Versoix VD	A455 361	A455 381	11.50
1.40 Kleine Emme LU	A455 362	A455 382	14.00
1.85 Reuss AG	A455 363	A455 383	18.50
2.10 Areuse NE	A455 364	A455 384	21.00
2.90 Inn GR	A455 365	A455 385	29.00
4.10 Thur SG	A455 366	A455 386	41.00
5.30 Breggia TI	A455 367	A455 387	53.00
Covers			
Set on first-day cover E6		A455 580	19.80
Single stamp on first-day cover C6 (7 covers)		A455 600	25.10
Block of four on first-day cover C6 (7 covers)		A455 630	81.50
Unstamped cover			
C6 (162 × 114 mm)	A455 700		0.90
E6 (200 × 140 mm)	A455 701		1.00
Folder/collection sheet			
A5	A455 640	A455 650	19.60



125 years Landesmuseum

What do postage stamps and museums have in common? Both can show events from history, creating a connection to the present or even to the future. Like this special stamp, for example, issued to mark the 125th anniversary of the Landesmuseum.

Past, present and future: the commemorative stamp highlights the development and architectural history of the Landesmuseum. Old and new stand side by side – rich in contrast and yet of equal value. The historic building, which opened its doors in 1898, constitutes one half of this spectacular ensemble.

To build it, young architect Gustav Gull intentionally combined architectural elements from different eras, such as the late Middle Ages and the modern period. In 2016, a new building by Swiss architects Christ & Gantenbein was added to Gull's wing of the building, which is now listed as a historical monument.

It is home to large exhibition halls, a modern library and an auditorium for public events. In the activities surrounding its anniversary, the Landesmuseum, regarded as an architectural monument of national importance, is not only looking to the past but also to the future. Here's to the next 125 years...

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Product	Mint	Cancelled	Price in CHF
Stamps			
Single stamp	A457 150	A457 550	1.10
Block of four	A457 160	A457 560	4.40
Sheet of 12 stamps	A457 111	A457 511	13.20
Covers			
Single stamp on first-day cover C6		A457 580	2.00
Block of four on first-day cover E6		A457 630	5.40
Unstamped cover C6 (162 × 114 mm)	A457 700		0.90
E6 (200 × 140 mm)	A457 701		1.00
Folder/collection sheet			
A5	A457 640	A457 650	1.90



Technical information

Sales	Philately: from 23.2.2023 to 31.3.2024 or while stocks last Branches: from 2.3.2023 to 31.3.2024 or while stocks last
Validity	Unlimited from 2.3.2023
Printing	Offset, 4-colour + gold foil embossing; Cartor Security Printing, La Loupe, France
Sizes	Stamp: 39.61×44 mm Sheet: 149×202 mm, 4 rows of 3 stamps
Paper	White stamp paper with optical brightener, matt gummed, 110 gm ²
Perforation	13 ½: 13 ½
Design	Brigitta Garcia Lopez, Zurich

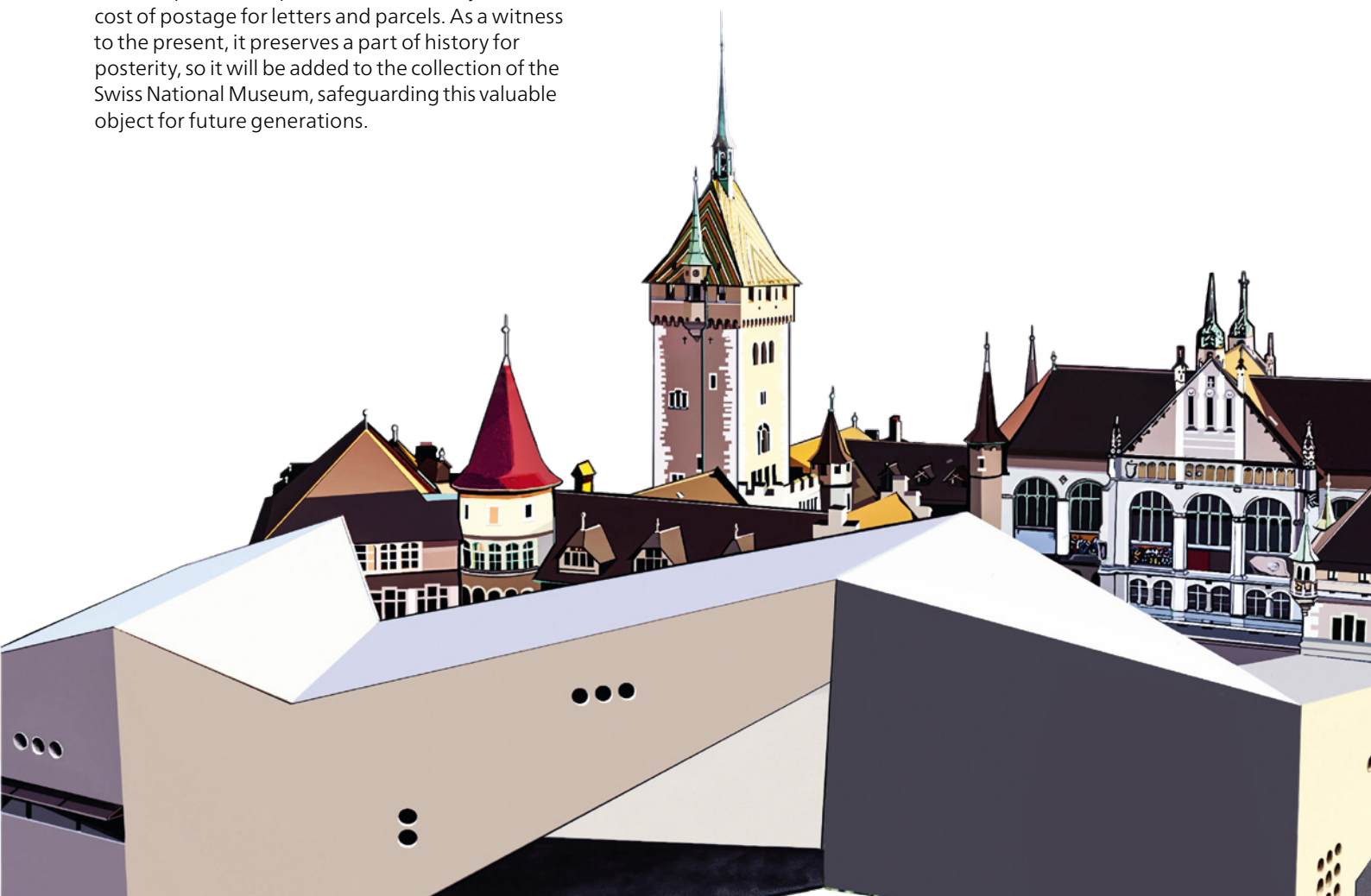
Building bridges between eras

"We're delighted with the publication of this special stamp marking our 125th anniversary," says Denise Tonella, Director of the Swiss National Museum, which includes the Landesmuseum in Zurich. "With its vista of the old and the new buildings, it reflects the bridge we build every day between the past and the present." The stamp will definitely help to increase the Landesmuseum's public profile.

But the special stamp is much more than just the cost of postage for letters and parcels. As a witness to the present, it preserves a part of history for posterity, so it will be added to the collection of the Swiss National Museum, safeguarding this valuable object for future generations.

Competition

Win a pair of tickets for the Landesmuseum in Zurich – we're giving away 40 tickets in total. The closing date for entries is 28 February 2023. Take part at **[swisspost.ch/stamps](https://www.swisspost.ch/stamps)**



And the winner is: Typically Swiss

Which stamp truly impressed you in 2022? That's what we wanted to know. With 14,160 entries cast in the public vote, the most beautiful stamp is: Typically Swiss, the special stamp featuring the Matterhorn, the alphorn, edelweiss and the Swiss flag.

For the first time, people around the world were able to vote online for their favourite stamp at [swisspost.ch/stamps](https://www.swisspost.ch/stamps) from September to 9 December and choose the most beautiful Swiss stamp of 2022.

We were eager to see the results! After all, whether it was the "Typically Swiss" special stamp with its alphorn and Matterhorn, the stamp with a campfire and rub-off scent dedicated to the Scouts' National Jamboree, or the "Kiss", there were plenty of designs that appealed to our emotions. Alternatively, there were the stamps with a special message, such as those marking

"Marriage for all" or the 2030 Agenda for Sustainable Development. And then there were the animals in their habitats – the common kingfisher, hazel dormouse and other stamps with a high "cuteness factor".

With 14,160 entries, stamp fans have now chosen the "Typically Swiss" special stamp. Issued in September, the stamp was designed by graphic artist Andrea Klaiber. "It's no surprise to me that this stamp has been so well received," says Stefan Bühler, Philately Manager at Swiss Post. "The design brings together everything we in Switzerland love so much."

Second place was claimed by the colourful "The popular sport of hiking" stamp, designed by Nicole Vögeli; "Bumblebee" by Oreste Vinciguerra took third place.

All participants were entered into a prize draw to win ten year books of Swiss stamps with a Postshop voucher worth 50 francs. The winners have been contacted. This is the first time Swiss Post has conducted this vote.



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Special cover

Order special cover

Swiss Post is issuing a special cover with the newly chosen most beautiful Swiss stamp of 2022. You can order it now using the order form and at postshop.ch.

Please note that orders also containing other products from this issue cannot be sent until 23 February 2023. The special cover is not supplied with the subscription.

Order
using an order
form or at
postshop.ch

Product	Cancelled	Price in CHF
Special cover E6 (140×200 mm)	A502 990	9.90

Swiss Digital Days: artificial intelligence creates postage stamps

Ever wanted to create a work of art courtesy of artificial intelligence? It was quite possible at the Swiss Digital Days, which took place in autumn 2022. Participants could choose from 30 typically Swiss terms on the screen and combine them with a term from the world of digitization and an art style.

All that then needed to be done was to define information such as the image brightness or other similar settings, and as if by magic, the automatically generated artwork was ready.

The resulting images will now influence in the next issue of the crypto stamp. Who knows, might you even recognize your own creation in it?

More
information:
[swisspost.ch/
crypto-stamp](https://swisspost.ch/crypto-stamp)



Visitors to the Swiss Digital Days event.
©digitalswitzerland

Stamp Day 2022 in Burgdorf

From 24 to 26 November, the Stamp Day 2022 was held in Burgdorf, Emmental, highlighting the contrasts between the past and the present, and the old and the new. This category II exhibition organized by Burgdorf Philately Club was officially opened on Thursday morning. The large audience listened with great interest to the welcome address by Organization Committee President Bernhard Jaun and to the words of Burgdorf's mayor Stefan Berger and new USPS President Roberto Lopez. In this dignified setting, Kurt Strässle, on behalf of Swiss Post, presented the organizers with the miniature sheet designed by Dieter Rösli.

The Organization Committee came up with a great idea to emphasize the blend of old and new depicted on the miniature sheet. After the official opening ceremony, a large drone took off from the exhibition site carrying special

covers, and set off for the Swiss Post branch in Burgdorf. This was one of many high points during the three-day event in Burgdorf.



From right to left: Kurt Strässle, Swiss Post; Bernhard Jaun, President of the Organization Committee; Stefan Berger, mayor of Burgdorf; Roberto Lopez, President of USPS. ©Jean-Paul Bach

An interview with collector Jasmin-Selina Keller from Horw (LU)

Focus on stamps: Jasmin, you're 17 years old and collect stamps. How did you get involved in that?

Jasmine: I went to a summer camp when I was nine. My mother sent me a greeting card at the camp, and it was franked with the Lillifee stamp. I liked it so much that I asked my mother to stop using the stamps and save them for me instead. That's really how I started collecting stamps.

What fascinates you about these little works of art?

I always find it exciting to discover just how much it's possible to do and the stories that can be told within such a small format.

Do you collect any particular themes and designs? And if so, which ones?

I'm a real nature lover, so I always enjoy mountain and nature designs. At the moment, I find the "Hiking" theme really great, and it's playfully done. But I basically collect all Swiss stamps that appeal to me.

Are you also in touch with other young collectors?

No, I'm into this hobby just for me. But I do have lively conversations with a close family friend who's also a collector.

Could you imagine being actively involved in a collectors' club in your region?

Yes, why not? But I don't really have the time, what with my education and my other hobbies. And I'm very keen on athletics, which also involves a certain amount of work.

You were at the Helvetia 2022 World Stamp Exhibition in Lugano. What were your impressions of it?

It was very impressive to see that stamps are collected all over the world, and I found the exhibits on display very interesting and educational.

Last question: do you have a favourite stamp?

No, not really. Or maybe it's still the Lillifee from 2009?



It all started with this stamp! Princess Lillifee stamp, 2009.



It's been eight years since 17-year-old Jasmin-Selina Keller's passion for stamps began.



Ahoy: calling all children on board!

In this issue, our stamp friends Phila & Franco are out and about on a steamboat. But then there's a little mishap that affects none other than the captain, of all people. Read what happens in the comic and find out how to build a toy boat in the current set.



A full 200 years. That's how long it's been since the first time a steamboat took to a Swiss lake. So the current stamp set for children takes a closer look at the topic. And it wouldn't be complete without the commemorative stamp issued to mark this occasion. Also exclusive to this issue: a stamp from 2003 featuring cult mouse Diddl. The set includes a total of seven stamps valid for postage and only one cancelled stamp – so you can cancel to your heart's content.

Once again, there are also three postcards to colour in. Speaking of which: the issue also reveals who won the drawing competition that was held at Swiss Post's branches. Curious?

The children can also look forward to some interesting stuff from the world of Swiss Post. This time, we get to the bottom of why letter boxes are actually yellow. And we haven't forgotten the creative side, either: there are instruc-

tions on how to build a little boat with wood from the forest.

The stamp set for children is available at postshop.ch and all Swiss Post branches as a single issue for 12 francs or at a discounted rate on subscription at swisspost.ch/stamp-subscriptions.



Stamp set for children 1/2023

Diddl stamp included

Product	Item no.	Price in CHF
Stamp set for children		
German	A459 901	12.00
French	A459 902	12.00
Italian	A459 903	12.00
Phila & Franco		
Safari sticker sheet Contains 13 stickers	A445 901	2.50
Safari stationery folder Contains 10 sheets of paper and envelopes	A446 902	12.00

Colourful stamps



Issue set with single stamps 1/2023

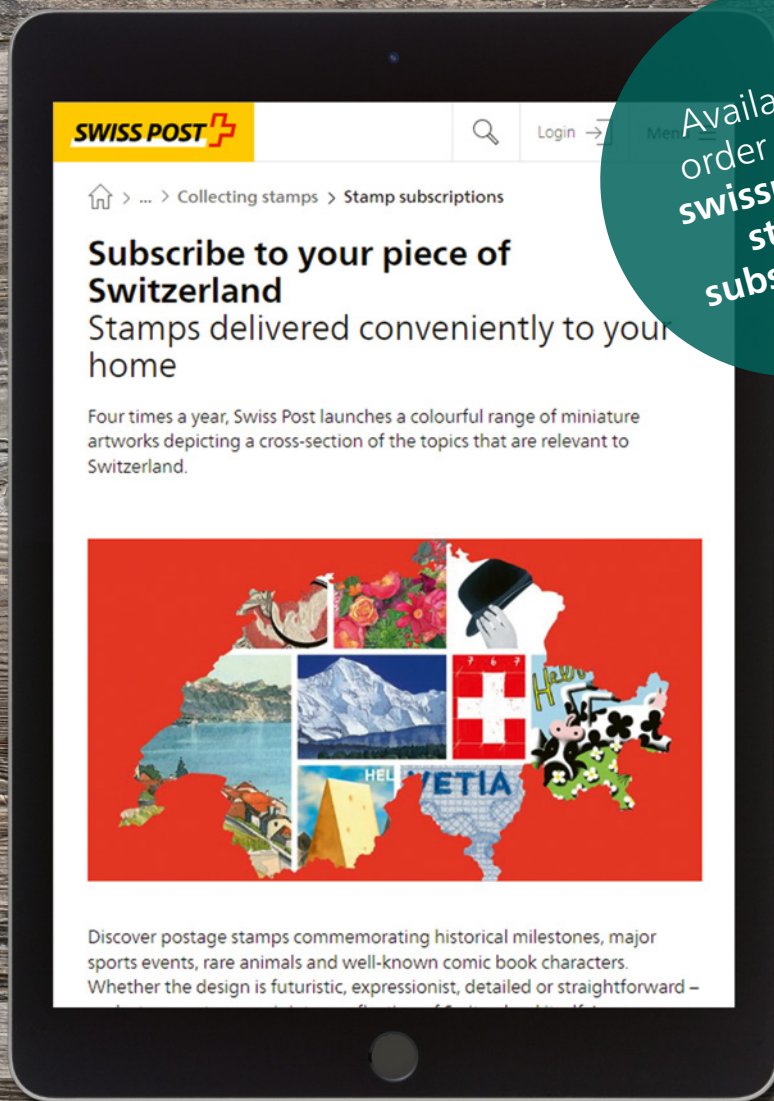


Issue set with first-day covers (FDC) 1/2023

Annual and special products	Mint	Cancelled	Price in CHF
Issue set with single stamps 1/2023			
The single stamps and sets in the 1/2023 issue are displayed on a free A5 backing card and protected with cellophane wrapping.	A461 150	A461 550	22.10
Issue set with first-day covers (FDC) 1/2023			
The first-day covers with single stamps and sets in the 1/2023 issue are combined in one free cover.		A461 580	25.80
2022 year book			
Representing a valuable record of our times, the year book presents all Swiss stamps and first-day cancellations for 2022, along with an exclusive black print, on over 100 pages in four languages (de/fr/it/en).	A433 830	A433 831	79.00
2022 year set			
All Swiss stamps for 2022, clearly laid out on four handy display cards with transparent protective sleeve.	A434 320	A434 820	70.65
2022 year set with first-day covers (FDC)			
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